



Beaver Creek Regional Council

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April 6, 2011

Robyn Prud'homme-Bauer, Chair
Verde Valley Regional Economic Organization
POB 57
Cottonwood AZ 86326

Dear Ms.Prud'homme-Bauer,

The board of directors of the Beaver Creek Regional Council supports the vision and mission of the VERDE VALLEY REGIONAL ECONOMIC ORGANIZATION, INC. (VVREO) as a regional collaborative building sustainable economic prosperity while providing comprehensive economic development expertise, marketing and outreach, on behalf of the entire Verde Valley.

VVREO evaluates and assists in the development of new business projects; identifies and promotes programs for entrepreneurial education and workforce development; identifies key people for responses to business inquiries; advocates on behalf of Verde Valley economic development; utilizes VVREO's relationships to support economic development; develops and implements a media plan including both marketing and public relations functions; and identifies and creates a financial resource program and/or opportunities for business attraction, expansion, and retention in the Verde Valley.

This support is provided in hopes VVREO will be a catalyst in the creation of high-quality jobs in the Verde Valley while promoting economic recovery; encouraging investments needed to improve economic vitality; and collaborating across social and political boundaries to provide sustainable economic opportunity and wealth creation for all residents and businesses within the Verde Valley.

The members of the Beaver Creek Regional Council look forward to being a partner with VVREO in the building a sustainable economy for all in the Verde Valley.

Sincerely,

Kala Pearson, President
Beaver Creek Regional Council